

Amendments to the Abstract:

The Abstract is to be amended as follows:

ABSTRACT

A method of facilitating communications using a product item ~~is disclosed, the~~
~~The product item includes a~~~~including an associated interface surface, the interface surface~~
having disposed thereon or therein coded data. ~~In one implementation sensing data is~~
~~received from a user device. The sensing data resulted from sensing the coded data. A~~
~~determination is made that the sensing data is indicative of a communication request~~
~~associated with a provider. A provider address is provided to the user device. A message~~
~~and a destination address sent from the user device to the provider address is then received.~~
~~Finally, the message is forwarded to the destination address, indicative of an identity of the~~
~~product item, the method including, in a sensing device:~~

- ~~(a)sensing at least some of the coded data;~~
- ~~(b)generating, using the sensed coded data, indicating data indicative of the product item~~
~~identity; and;~~
- ~~(c)transferring the indicating data to a computer system, the computer system being~~
~~responsive to the indicating data to facilitate communications.~~